

Message Text

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PAGE 01 ISLAMA 01271 110749Z

13

ACTION CU-04

INFO OCT-01 NEA-09 ISO-00 USIA-15 /029 W

----- 104460

R 110515Z FEB 75

FM AMEMBASSY ISLAMABAD

TO SECSTATE WASHDC 8781

UNCLAS ISLAMABAD 1271

E.O. 11652: N/A

TAGS: OEXC (QURESHI, MASUD), PK

SUBJ: MULTI-REGIONAL RADIO PROJECT

REF: ISLAMABAD 0959: STATE 021722

1. MASUD QURESHI, PRINCIPAL NOMINEE FOR SYRACUSE GRANT, IS HIGHLY RESPECTED RADIO BROADCASTER, PRESENTLY HEAD OF FARM BROADCAST, PROGRAM EVALUATION DIVISION PAK BROADCASTING CORPORATION (PBC).

2. QURESHI PERSONALLY SELECTED BY IJLAL HAIDER ZAIDI, DIRECTOR GENERAL PBC, WHO CONSIDERS QURESHI MOST IMAGINATIVE AND HARDWORKING AMONG HIS PROGRAM PEOPLE. HE BELIEVES GRANTEE SHOULD BE IN KEY POSITION IN HIERARCHY TO INFLUENCE AND DIRECT BROADCASTING ON COUNTRY-WIDE BASIS.

3. WE UNDERSTAND ZAIDI DECIDED TO NAME QURESHI DIRECTOR OF NEW NATIONAL BROADCASTING HOUSE BEING BUILT IN ISLAMABAD. WHEN COMPLETED ABOUT ONE YEAR FROM NOW, HOUSE WILL BE ORIGIN POINT FOR ALL IMPORTANT PROGRAMS OF NATIONAL INTEREST. QURESHI THEN WILL BECOME PERHAPS MOST IMPORTANT PROGRAM MAN IN PBC.

4. PAKISTAN'S BROADCASTING AND TELECASTING INDUSTRIES HAVE HAD EXCELLENT EXPERIENCE WITH SYRACUSE PROGRAM. THREE PEOPLE HAVE PARTICIPATED IN PAST THREE YEARS. ALL NOW HOLD IMPORTANT DECISION-MAKING POSITIONS IN PAK TV AND PBC. EVEN THOUGH PAK ELECTRONIC INDUSTRIES

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HAVE AMPLE OPPORTUNITIES ACCEPT GRANTS FROM OTHER

COUNTRIES, INVARIABLY TURN TO US AS FIRST PREFERENCE
WHEN GRANTS MADE AVAILABLE. THEY BELIEVE WE ARE BEST.

5. FOR THESE REASONS AS WELL THOSE STATED PARAS 1,2,3,
AND FACT GOP PARTICIPATED IN SELECTION GRANTEE AND WOULD
NOT UNDERSTAND WITHDRAWAL NOW, REQUEST GRANT BE IMPLEMENTED FOR
UPCOMING SYRACUSE PROGRAM.

5. ADVISE ASAP.
LUPPI

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NNN

Message Attributes

Automatic Decaptioning: X
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Draft Date: 11 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
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Film Number: D750049-0149
From: ISLAMABAD
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1975/newtext/t19750254/aaaabwsc.tel
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Margaret P. Grafeld
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